

In re Application of: REFUAH et al
Serial No.: 09/601,385
Filed: July 28, 2000

Examiner: Khanh Q. DINH
Group Art Unit: 2451
Attorney Docket 35806

REMARKS

Main Claim 136 as previously presented recited responding to an Internet page request by presenting information content for an Internet site managed by a first entity in a display format responsive to the user profile record provided to the site from an independent, second entity. The Examiner rejected Claim 136 as unpatentable over the Martin patent disclosing adapting the page presentation of a requested Internet page in accordance with a profile of user interactions with previous websites maintained at the user's computer, in combination with the Bistriceanu patent disclosing adapting an Internet page presentation with user rewards based upon user identification information stored on a profile server and provided to the transaction server for the Internet site. However, neither the Martin patent nor the Bistriceanu patent discloses or suggests presenting the Internet page in accordance with a trait defining characteristics for the display format that is a complement to at least one attribute of the user profile record which is selected through an atmosphere server associated with the site.

Main Claim 136 is accordingly amended to define more clearly the unique way in which the page display format is adapted to the user profile record based on selection of a complementary trait through an atmosphere server associated with the site, and is now deemed to patentably distinguish the claimed invention over the cited prior art. This recitation is fully supported in the Specification on Page 26, Line 16, to Page 28, Line 19. Depending Claims 76-117, 137-155 and 158-164 are deemed to also be patentable on the same basis. Claims 165-175 are cancelled in response to the Examiner's withdrawal of these claims as drawn to a non-elected invention by the original presentation of claims for examination on the merits.

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An amendment to Claim 136, subparagraph (a), is made substituting in place of the phrase "transmitting ... by a user" with "receiving ... from a user of a remote computer connected to the Internet" for clarifying the focus of the claim on actions taking place with respect to the Internet site. No new matter is deemed to be added.

In summary, the Application and Claims 136, and Claims 76-117, 137-155 and 158-164 depending therefrom are now deemed to be in condition for allowance.

Appointment of Attorney and Change of Correspondence Address

Please enter the request to change the attorneys and correspondence address (copy enclosed) to the undersigned, and associate the Application file with USPTO Customer No. 44702 of the undersigned attorneys.

Dated: March 24, 2009

Respectfully submitted,
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